

## Philosophy

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The philosophy of MCM's Asset Allocation team is to build a fully diversified, global portfolio of stocks and bonds, recognizing that asset allocation has the greatest impact on overall investment returns.

## Objective

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The goal of this strategy is to provide consistent relative total returns for clients through price appreciation and dividend income using allocations that are appropriate to their specific situations.

## Strategy

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The Asset Allocation Strategy offers an approach to effective diversification through the use of exchange-traded funds. Through the combined expertise of our collective investment teams, we employ top down macroeconomic and asset class research to pursue the optimal balance of risk and return. The investment process starts with a core equity and fixed income allocation. We then direct the review and analysis of more specific asset classes to determine their prospective return characteristics. These are measured against the core allocation based on our determination of over, or undervaluation, and our belief that these classes will eventually revert to fair value. We then consider numerous factors including P/E ratios, expected growth rates, economic trends and expected correlations among the asset classes utilized and set allocations based on the combined return expectations.

## Team

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**Jonn Wullschleger, CFA** - PM-Equity, Principal  
with Mitchell since 2000

**Phil Kernen, CFA** - PM-Fixed Income, Principal  
with Mitchell since 2005

**Brandon Reed, CFA** - Equity Analyst  
with Mitchell since 2016

**Barbara Roszel** - Chief Compliance Officer  
with Mitchell since 1991

## What sets this strategy apart?

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An efficient method to achieve broad diversification

Easy for clients to understand what they own.

The strategy is designed to hold both stocks and bonds, but it can be easily adjusted to accommodate specific risk tolerances.

Recognizes that markets are inefficient and mean reversion can take a long time.

# Asset Allocation Strategy

December 30, 2018

## Strategy Characteristics

Characteristic	Portfolio
Dividend Yield	1.88%
Forward PE	15.4x
Price / Book	2.24x
Return on Equity	20.3%
Proj EPS growth	11.0%

## Top Ten Indirect Holdings

Position	Allocation %
Microsoft Corp	1.9
Apple Inc.	1.7
Amazon.com Inc.	1.5
Alphabet Inc	1.5
Berkshire Hathaway Inc B	0.9
Facebook Inc A	0.9
Johnson & Johnson	0.8
JPMorgan Chase & Co	0.8
Exxon Mobil Corp	0.7
Bank of America Corp	0.6

## Sector Weightings

Sector	Portfolio %
Consumer Discretionary	12.6
Consumer Staples	6.6
Energy	5.1
Financials	16.5
Health Care	12.4
Industrials	12.0
Information Technology	19.7
Materials	4.1
Real Estate	4.9
Communication Services	2.9
Utilities	3.2
Cash	

## Capitalization Profile

	Portfolio %
Large Cap Value	31.5
Large Cap Growth	32.9
Mid/Small Value	17.6
Mid/Small Growth	18.0

## About Mitchell Capital Management

Mitchell Capital Management (MCM) was founded in 1987 and is an SEC Registered Investment Advisor. The firm manages portfolios and provides investment solutions for an array of investors nationwide, including individuals, foundations, union pension plans, retirement plans, endowments and associations. MCM has always been employee owned and intends to stay that way. Our fiduciary culture means our clients are the first priority in each decision we make.